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## JACKSON ELECTRIC COOPERATIVE, INC.

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July 18, 1994

The Honorable Reed Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, NW, Rm. 814  
Washington, D.C. 20554

Re: In support of Comments of the National Rural Telecommunications Cooperative, in the Matter of the Implementation of Section 19, Cable Television Consumer Protection and Competition Act of 1992, Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, CS Docket No. 94-48.

Dear Chairman Hundt:

Jackson Electric Cooperative, Inc., a member of NRTC, is deeply committed to the delivery of television programming to our rural customers. Many of our customers have no access to cable television; the only option available has been satellite service.

In order for us to provide quality programming to this largely unserved market at fair and competitive rates, we need complete access to all programming at equitable rates. This is necessary to allow us to compete in our local marketplace.

We understand that this has previously been addressed with the passage of the 1992 Cable Act; however, we do not currently have DBS distribution rights for Time Warner and Viacom programming (such as HBO, Showtime, Cinemax, The Movie Channel, VH-1, MTV, Nickelodeon, etc.) due to exclusive distribution arrangements made with United States Satellite Broadcasting Co. Inc. (USSB). Our market is hungry for television service; nevertheless, our rural customers want access to the same programming as their metropolitan neighbors. This impacts our ability to compete in our local area. To receive Time Warner and Viacom programming, our customers must now subscribe to two separate, competing packages due to the USSB-exclusive distribution arrangement. Why should other distributors (such as PrimeStar) have access to this programming, and we do not? If both DIRECTV and USSB offered these services, customers would have a choice of service providers, resulting in both lower prices and improved service. DIRECTV's programming contracts are not exclusive; USSB could offer

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these services if it chose to do so.

Please assist us in this matter. We feel strongly that the FCC should enforce the wishes of Congress as expressed in the 1992 Cable Act. We ask that you monitor and address the problems being brought to your attention by banishing the type of exclusive arrangements represented by the USSB/Time Warner/Viacom deal.

Thank you for your consideration in this matter.

Yours truly,

Lina Hill   
DBS Business Manager, JEC-TV  
Jackson Electric Cooperative, Inc.

cc: ✓ Mr. William F. Caton  
Secretary  
Federal Communications Commission  
1919 M St., NW, Rm 222  
Washington, D.C. 20554

The Honorable Rachelle B. Chong  
Commissioner  
Federal Communications Commission  
1919 M St., NW, Rm. 844  
Washington, D.C. 20554

The Honorable Susan Ness  
Commissioner  
Federal Communications Commission  
1919 M St., NW, Rm. 832  
Washington, D.C. 20554

The Honorable James H. Quello  
Commissioner  
Federal Communications Commission  
1919 M St., NW, Re. 802  
Washington, D.C. 20554

The Honorable Andrew C. Barrett  
Commissioner  
Federal Communications Commission  
1919 M St., NW, Rm. 826  
Washington, D.C. 20554